
ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

Each student is expected to attend every class. Many of the benefits of the class will be obtained in the classroom discussions that take place. A student’s absence not only deprives them of the benefits of class discussion, but it also deprives the rest of the class of their participation. If you are not in class, you are not participating. If you are in the classroom but you are texting, web-surfing, or sleeping etc., you are not participating either.

I will regularly circulate an attendance sheet at the beginning of class. It is your responsibility to remember to sign the sheet to note your attendance. Signing the attendance sheet for others is considered academic dishonesty. Attendance & Participation will constitute 20% of your grade. If you are not in class, you are not participating –thus you may not “catch on” on participation by participating more if you missed classes. You are allowed 2 unexcused absences without any penalty. After that, you lose points from your Attendance & Participation grade for each unexcused absence.

If you are to be absent, send me an email in advance. Please also report your absence at <https://sims.rutgers.edu/ssra/>. If your absence meets Rutgers university’s qualification of an excusable absence (e.g., religious observance, a Rutgers-approved activity), send an email to me with full details and supporting documentation within 7 days of your first absence. Students who miss four (4) class sessions should consider withdrawing.

EXTRA CREDIT ASSIGNMENT(S)

At my discretion I will give ONE or more assignment for extra points during semester. The assignment(s) will be announced in class without warning. You will need to be in class the day of the announcement to be eligible to do it. The assignment(s) needs to be submitted on due time to be accepted. I will NOT accept any late submissions for extra credit assignments nor will I accept substitutions if the extra credit assignment is missed. Missing the assignment deadlines may result on missing the whole extra credit assignment.

CLASSROOM CONDUCT

It is expected that all students will conduct themselves in a professional manner and will treat everyone

Individual Work

Each student will work individually in each one of the individual assignments. All the work is expected to be done by the students him/herself. If you know that you are going to miss a class where an assignment is due, you must submit the assignment ahead of the class. It is the responsibility of the student to ensure that the assignment is submitted on time, in the right format, and through the correct channel.

In Class Attendance and Participation – 20 %
<p>This includes attendance at each class, active engagement, and submission of any in-class assignments, quizzes, or activities. Please see section dedicated specifically to requirements and expectations regarding class participation.</p> <p><i>Attendance and Participation – 10 points</i></p> <p><i>In-class/HW Assignments (e.g., activities, quizzes, or homework) (submitted) – 10 points</i></p> <p>Up to 8 in-class or homework assignments will be assigned throughout the semester and will be required to be submitted in-class or via &DQYDV.</p>
Individual Assignments– 35 %
<p><i>Introduction Survey -2 points</i></p> <p>Each student will complete an introductory survey providing some academic and professional background information. The link to the online survey can be found on Canvas.</p>
<p><i>Individual Ideation Assignment – 10 Points</i></p> <p>Each student will come up with a new venture idea and will create a document describing it. The description will center on the value proposition underlying the opportunity. Specific instructions on how to complete this assignment will be made available on Canvas. Please upload the assignment to canvas when due, and send a copy of your document via email to each of your team members.</p>
<p><i>Individual Ideation Presentation – 5 Pts</i></p> <p>Each student will present their new venture idea in-class to their team members.</p>
<p><i>Interview w/ Entrepreneur Assignment – 10 Points</i></p> <p>Each student will conduct an in-depth interview with an entrepreneur. This assignment is not due until later in the semester so that students can incorporate the insights and knowledge they have gained in the first portion of the course.</p>
<p><i>Elevator Pitch Assignment – 8 Points</i></p>

Each student will be asked to critique a pitch found on YouTube against the elements of an effective pitch. Students will also be asked to generate a pitch and present it to other students in class.

Team Work

One of the goals of the class is for you to learn to work in teams, thus I will help you to do so. To aid you to achieve this objective, the class is framed around your work in a team developing a plan to implement a venture.

Each student will work on a *Venture Proposal* with a team of colleagues. Each team will consist of 4-5 members –this may be modified depending on the course enrollment and proposed project by each team. The project will be presented at the end of the term. **All proposals need to be approved by the instructor before the teams start working on them.**

Only one submission per team for team assignments via Canvas. It is the full team responsibility to be sure that there is one submission on time. Multiple submissions by several team members indicate your lack of teamwork.

Teamwork requires you to be prepared and ready to have a constructive conversation every week with the rest of the members of your team. As this is a learning process, you will have feedback to help you improve from your team members. How you learn to use this feedback, and how you provide feedback, is part of your class evaluation. You will fill a team evaluation form at the end of the semester. This form will serve me to assess your final team performance and will be used to determine your contribution to your final proposal. Nevertheless, do not let this be your only feedback to me and your teammates about the teamwork. Talk to each other during the semester and let me know as soon as there is a problem so we can avoid a crisis.

Team's Ideation proposal – 10 Points

Your task as a team is to select one of the venture ideas generated by one of the group members, to move forward in your process towards a feasibility study. You will report on your decision process in a written document. Specific instructions for this group assignment will be posted on Canvas and discussed in class.

Team Customer Validation Report – 10 Points

Your task as a team is to conduct customer validation activities to better understand how real your assumptions are. You will report, in a written document, your customer validation activities, the insights you drew from these activities and what the next steps are. Specific instructions for this group assignment will be posted on Canvas and discussed in class.

Team's venture proposal presentation – 10 Points

Teams will present their business venture idea as they would to potential partners and investors. Specific guidelines for this assignment will be provided in class and on Canvas.

Team's venture final proposal – 15 Points

Integrate all necessary elements to develop a solid business proposal that can be used to assess the viability of the entrepreneurial venture including its basic business model. In this report, your team is responsible for recommending a go-or-no-go decision for this venture idea. More details about content and formatting for this assignment will be provided in class and on Canvas.

Be sure to incorporate any feedback from the presentation.

Your final grade will be calculated according to the following scale:

Excellent	A	91-100
Very Good	B+	86.0 – 90.9
Good	B	81.0-85.9
Satisfactory	C+	76.0-80.9
	C	71.0 – 75.9
Unsatisfactory	D	65.0-70.9
Failing	F	0.0 – 64.9

Any issues concerning grades need to be brought to my attention within one week of receipt of the grading. I will adjust grades if I have made an error. Grades assigned at the end of the semester are not negotiable. There will be likely a large number of times that a student is just a few points away from the next grade. I will not round up.

COURSE SCHEDULE

WEEK/DATE	TOPICS	ASSIGNMENTS	TOPICS	ASSIGNMENTS
Week 1	Course Introduction		The Entrepreneurial Mindset	Chapter 1

WEEK/DATE	TOPICS	ASSIGNMENTS	TOPICS	ASSIGNMENTS
Week 2	Entrepreneurial Process Ideation		Ideation & Innovation	Intro Survey Assignment Due Chapter 2
Week 3	Ideation & Innovation		Business Models	Chapter 3
Week 4	Individual Ideation Presentations	Individual Ideation Report & Presentation Due by () on Canvas	Evaluating an Opportunity	
Week 5	Market Research (Primary Research / Customer Validation)	Group Ideation Report Due by () on BB Readings TBD	Market Research (Primary Research / Customer Validation)	Chapter 4

WEEK/DATE	TOPICS	ASSIGNMENTS	TOPICS	ASSIGNMENTS
Week 6	Market Research (Secondary Research)		Market Research (Secondary Research)	
Week 7	Writing Business Proposals/Plans	Chapter 6	Lab	
Week 8	Resourcing / Funding the Venture	Chapter 8	Lab	
BREAK				
Week 9	Social Entrepreneurship	Chapter 12 (available online only)	Lab	Customer Validation Reports Due by on BB
Week 10	Lifestyle Entrepreneurship		Lab	Interview with an Entrepreneur Assignment Due on BB by

WEEK/DATE	TOPICS	ASSIGNMENTS	TOPICS	ASSIGNMENTS
Week 11	Communicating the Opportunity	Chapter 10	Elevator Pitch	Elevator Pitch Assignment Part 1: Due on BB by Part 2: Due by
Week 12	Business Proposal Workshop		Business Proposal Lab	
Week 13	Team Investor Presentation Workshop		Team Investor Presentation Lab	
Week 14	Venture Presentations		Venture Presentations	Final Venture Proposal Due by

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the

Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]